



MINUTES

Emery County Travel Bureau

March 4, 2015 11:00am

John Wesley Powell Museum

Green River, Utah

ATTENDANCE:

Members: Tina Carter, Keith Brady, Travis Bacon, Joshua Rowley, Jonathon Hunt, Jim Fauver, Lamar Guymon, Penney Riches, Chelsea Guymon

Guests: Patsy Stoddard, Cody Draper, Randy Rhodes, Aaron Farmer, Chris Newton, Maria Sykes, Jordan Leonard

Conducting and Welcome: Vice Chairmen Keith Brady

1. **Approval of Minutes: February 4th:** A motion was made by Travis with a second from Jonathan. **Motion APPROVED**
2. **Discussion of Financial Report: Tina Carter:** TRT this year is higher than last years. TRCC is looking better for this year than last year.
3. **Discuss/Approve/Deny Advertising Requests:**
 - a) **Go-Utah:** So far this year we are looking at an increase in interest in our area. The price will remain the same as it has the last five years. They have the capability to make an app that could include lodging, restaurants, and events. The perk of having an app is they can be used in areas where you don't have cell service or WiFi. The Board sent out an RFP to have 4 State Park apps created and a proposal was received by this company. The apps need to be easily changed so new content can be added with no problems. The Board will make a decision on the apps soon. Go-Utah has a very targeted ad and gets a lot of requests from out of state and several from out of country. Our click through rate is descent compared to other sites and can be bettered through creative means. Total costs will be \$2,295. Motion by Travis to accept with a second by Jim.
Approved
 - b) **Utah.com:** They are working to update their site to not have so much text. They are also getting rid of banner ads and sponsor ads. They are working on emotion advertising. The new site would have the ability to advertise cities so each city could have a targeted site to draw in tourists. They will do this by using articles about each town or each tourist location to drive people to our pages. They can also use these articles to advertise certain events in the county. These articles will be written by a team that Utah.com has and we will have some input on what goes into the articles. They will work with us so we are spending our money in the most efficient way. The co- op program will advertise top ten properties to drive tourists here. At least 70% of people looking at Utah.com are from out of state. Total costs will be \$6,000. Motion by Jim to accept with a second by Jonathan. **Approved**
 - c) **Outdoor Utah:** A representative was absent but they had presented previously. Total costs will be \$6,000.
4. **Discuss/ Approve/ Deny Reallocating funds for Grants:** Lamar motions to move funds for grant money. Jim seconds.
Approved
5. **Discuss/ Approve/ Deny of Grant Applications for Funding:**
 - A. Cowboy Memorial Rodeo: \$1,500
 - B. Desertview Pro Rodeo: \$3,500
 - C. Emery County Fair: \$3,500
 - D. Emery County Aquatic Center: \$2,000
 - E. Emery County Working Ranch Horse 4-H: \$2,500
 - F. Epicenter: \$3,500
 - G. Goblin Valley Ultra Marathon: \$2,000
 - H. Green River Adventure Center: \$3,500 will be given when proper permits are acquired and shown
 - I. Green River Melon Days: \$3,500
 - J. Green River PACT: \$1,000
 - K. Green River Potluck Group: \$3,500
 - L. Tamarisk Restaurant: \$3,500
 - M. Jordan's Pro Shop: \$3,000
 - N. Millsite Golf Course: \$3,500
 - O. Mammoth-Crandall Canyon: \$1,500
 - P. Mammoth-Little Grand Canyon: \$2,000
 - Q. MECCA-Fall Festival: \$2,750

R. MECCA-Spring Festival: \$\$1,850

S. Old Utah Trails: \$400 will be given when proper permits and insurance are acquired and shown

T. Outback Pilot Fly-In: \$2,000

U. San Rafael Classic Triathlon: \$3,500

V. Sons of Spartans Baseball: \$0

W. Southeastern Utah Junior Livestock Asso: \$3,500

- 6. Work Session, Discussion and Possible Recommendations of Roger Brooks Branding Program:** Working on getting branding teams together for Roger Brooks's initiative. We need to get the cities together to tell them the benefits of the Roger Brooks visit for the area and their specific towns and show them the video we have. We need to let the cities have a voice so they feel included. Look into partnering with UOT to get Roger Brooks to stay longer and get more of a benefit from his stay. Scheduling is a conflict with Roger Brooks so we need to work around that.
- 7. Discuss/Approve/Deny Possible Recommendations for one Western Board Member:** Motion by Jim to approve Stacey Conover as a Western Board Member. Lamar Seconds. **Approved**
- 8. Discussion and Possible Recommendation of the Following:**
 - a) Film Related Projects:**
 - b) State Parks:**
 - c) Trail's Committee:** Working on the trail map and getting it printed.
 - d) Potluck:**
 - e) EC Chamber:**
 - f) Museums:**
 - g) Buckhorn Information Center:**
 - h) Travel Shows 2016:**
 - i) Green River Expo:** Waiting for a call back from Quartzite show manager.
 - j) Wealth Works:**
 - k) Rourism:**
- 9. Discuss/Approve/ Deny Nomination of Chairman & Vice Chairman:** Lamar nominates Keith Brady as Chairman. Jim nominates Lamar as Vice Chairman. Jim motions to approve nominations for Chairman and Vice Chairman and Travis seconds motion. **Approved**
- 10. Discussion of Old Business: None**
- 11. Discussion of New Business:** DWR has money leftover to help expand the boat ramp by the Marina at Joe's Valley.
- 12. Adjourn**